

### **Aims and objectives**

The overall objective of this study is to understand in-depth the process by which people make decisions about taking a holiday. Experiences of and views about holidays taken in the UK are of particular interest.

This will involve exploring all aspects of the process including:

- definitions of and attitudes towards particular types of holiday
- motivations to go on holiday
- holiday experiences
- the different stages of choosing and planning a holiday
- respective roles of those involved in the decision making process

### **Introduction**

---

*Aim: To introduce the research and set the context for the proceeding discussion.*

- Introduce self and NatCen
- Introduce the study: who its is for, what it is about
- Talk through key points:
  - purpose & length of the interview
  - voluntary nature of participation and right to withdraw
  - reasons for recording interview
- Confidentiality, and how findings will be reported
- Any questions they have

### **1. Background and personal circumstances**

---

*Aim: To introduce respondent and highlight any key background issues that might influence their holiday decision making process.*

- Age; household circumstances (whether live alone or with others)
  - relationship with,
  - their age
- Main daytime activity
  - whether working or not: details
- Other interests/activities
  - what like to do in their spare time

# NatCen LEARNING

## Social Research that works for society

### 2. Defining 'a holiday'

---

*Aim: to establish how the respondent decides what constitutes a holiday, and to explore their views and experiences of different types of holidays.*

- Explore what the term “a holiday” means to them

PROBE FULLY, e.g.

- *time off work*
- *being away from home*
- *going abroad*
- *spending time with friends/family*

- How they would describe different types of holiday

PROBE FULLY, e.g.

- *rural / city breaks*
- *activity / rest and relaxation*
- *UK / abroad*
- *package / independent*
- *any other types*

### 3. Choosing to go on holiday

---

*Aim: To establish why the respondent goes on holiday in general and motivations to take a particular type of holiday.*

- What factors prompt the decision to take a holiday

PROBE FULLY, e.g.

- *rest / relaxation/ time off work*
- *change of scene*
- *visiting family*
- *cultural curiosity*
- *any other factors*

- Choosing a holiday
  - *decision-making process*
  - *who is involved*

- Main factors considered when choosing a holiday

SPONTANEOUS THEN PROMPT, e.g.

- *Time constraints*
- *Distance*
- *Safety issues*
- *Home versus abroad*
- *Cultural factors*
- *Cost*
- *Personal circumstances*

# NatCen LEARNING

## Social Research that works for society

- Any other factors taken into account when choosing a holiday

### 4. Planning a holiday

---

*Aim: investigate how respondents organise going on holiday and the respective roles of those involved in the decision making process.*

- Who does the planning & organisation, and why
- How go about planning and organising a holiday.
- Sources of information used, e.g.
  - travel agents
  - internet
  - guidebooks
  - newspapers
  - TV
- Views and experiences of the different sources of information used

### 5. Holiday experiences

---

*Aim: To map the respondent's holiday experiences, abroad and in the UK.*

- Extent to which they have taken holidays in the UK and abroad
  - examples of each
  - reasons for taking holiday in UK or abroad

IF HAVE BEEN ON HOLIDAY IN UK, ASK

- Views about UK holidays compared to holidays abroad
  - benefits & drawbacks of going on holiday in the UK

IF THEY HAVE NOT BEEN ON HOLIDAY IN THE UK ASK:

- Whether would like to go on holiday in the UK
  - where
  - reasons
- Perceived benefits & drawbacks of going on holiday in the UK

### 6. Suggestions

---

*Aim: to get respondent's thoughts on how to promote the UK as a holiday destination.*

- What would encourage them to holiday in the UK  
*Ask the respondent to reflect on barriers they have discussed, prompt if necessary:*
  - types of holiday available
  - ability to accommodate family circumstances
  - cost
  - transport
  - accommodation

# NatCen LEARNING

## Social Research that works for society

- time constraints
- safety issues
- Explore how the UK could be better promoted as a holiday destination, e.g.
  - TV adverts
  - tourist board offices
  - brochures
  -
- Anything else they would like to add

### Next steps

- Thank the participant. Check whether they have any remaining questions about the research.
- Reassure them about confidentiality and anonymity.
- Give the £20 thank you for taking part
- Ask if they would like to be informed of the outcomes of the research (take e-mail address if that is their preferred way of being informed)